

Third Party Promises Presidential Candidate

LaFollette Would Seem to be Logical Man Unless Ill Health or Personal Reasons Lead Him to Decline Farm-Labor Nomination

By DAVID LAWRENCE
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Washington, January 19.—While the Republicans and Democrats have made plans for their national conventions at Cleveland and New York respectively next June, another group, known as the Farmer-Labor Party is working just as feverishly in preparation for a national convention at St. Paul, or Minneapolis, on May 30, which may have an important bearing on the outcome of the whole 1924 campaign.

In a close fight, the Farmer-Labor Party would hold the balance of power in the Electoral College. Already this party has virtually wiped the Democratic party out of Minnesota, sending two men to the United States Senate in a victory over the regular Republican nominees.

The Insurgency which today is upsetting the customs and practices of the House of Representatives and shows signs of doing the same thing in the Senate emanates from the same region of the country where the Farmer-Labor party has developed its greatest strength.

J. A. H. Hopkins, executive chairman of the famous Committee of Forty-eight, which has been endeavoring for years to put a third party into the political race, has just concluded a series of conferences here. "A new factor has been introduced into the general political situation," he said to the writer in a special interview today, "by the calling of the Farmer-Labor-Progressive convention in either St. Paul or Minneapolis. This convention is the result of conferences recently held in Chicago, St. Paul and Omaha, at which representatives of various farm, labor and progressive organizations agreed to unite politically for the 1924 campaign.

"In addition to the Committee of Forty-eight, at whose initiative these conferences were called, officials representing the new party movement in Minnesota, Nebraska, Ohio, Indiana, Idaho, Pennsylvania, New York, South Dakota, Wisconsin, North Dakota, California, Iowa, Delaware, and New Jersey, pledged themselves in writing to co-operate with all progressives who had determined to abolish special privilege, in the calling of a national convention at either St. Paul or Minneapolis on May 30, for the purpose of nominating presidential and vice presidential candidates." They also signed a joint pledge designating as the platform upon which this convention should be based:

- "(a) Public ownership of railroads;
- "(b) Control of money and credit by the people, through Government and co-operative banks;
- "(c) Public control of natural resources;
- "(d) Preservation of civil rights guaranteed by the Constitution;
- "(e) Prevention of judicial abuses.

"It was furthermore provided that all agricultural, industrial, political, or commercial organizations, partisan or non-partisan, which approved this platform, would be entitled to send voting delegates to this convention, and a special provision was made for unorganized groups of 25 or more signers to have similar representation.

"While the signers of these pledges are unalterably committed to the new party movement they gave ample evidence of their broad-mindedness in relation to organizations, economic or otherwise, that might agree with them in principle but differ with them in practice, by extending a cordial invitation to all progressive organizations, partisan or non-partisan, which are in accordance with the principles herein set forth, to co-operate with us and have a voice through representatives of their own choosing in the nomination and election of such candidates, either by endorsement or otherwise.

"While many of those signing these agreements have their own individual opinions in relation to candidates, it was specifically agreed that every candidate, and only such candidates as pledged themselves to the platform above mentioned, should be eligible for nomination, and that subject to this provision whoever was nominated would receive the united support of all the organizations subscribing to the convention call.

"It will be observed that the national farmer-labor-progressive convention is unique in respect to the fact that it is neither a cut and

SENATORS PICK GLOBE TROTTER

Youngster Washington Has Acquired From Nashville Is Most Traveled Player For Age in Baseball.

By JOHN E. FOSTER.

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New York, Jan. 19.—In Lane-Riehbours, an outfielder acquired by Washington from Nashville, the Senators have obtained the most traveled youngster in baseball. He is a veritable globe trotter. When the Giants trained in Florida in 1919, the attention of the club was attracted to a young third baseman on the University of Florida team. He could hit and field, and before the Giants left town he had agreed to join them. He looked like Eddie Collins, and batted something like him. He was Riehbours.

When he reported to the Giants they had no place for him, so they sent him to California for trial. California sent him back. Then he was sent South. And again he came back. He was sent several other places, from all of which he came back. Finally he was dropped and went home to rest from his journey. Buffeted around from pillar to post, always hitting fairly well, he turned up with Charleston, South Carolina, in 1922. He batted 286, but the major leagues passed him up because of the Giants' experience. Then Nashville signed him.

Joining Nashville, with all the baseball lore he had collected in his travels, he began burning the Southern Association up with his batting. Then, with the luck that had pursued him for years, he broke his leg. But not until he had played 41 games and led his league with an average of .378, his record including seven two-baggers, four three-baggers, and three home runs.

Broken leg and all, Washington took him, sent him to a hospital and told him to rest and get well. If Riehbours had finally got all the hard luck out of his system, he may do Washington a lot of good next season with his willow. But he isn't too long on fielding, though he has played about every position both in infield and the outfield.

Washington has another player for 1924 who is of great repute in the South. He is Joe Martina, a pitcher. Some seasons ago, when the majors were buffeting their way around Texas in spring training, they were frequently beaten by a pitcher at Beaumont. The Texans called him "the Texas cocktail"—Martina, of course.

The Giants steered into Beaumont for an exhibition game one day and the oil folks were all set for the shindy, for Martina was to pitch and face the Giants up. For some time the game was a battle that gave the Texans real joy. Then, just in the moment of their triumph, a Texas outfielder let the ball get away with the bases filled. It rolled to the next off well and the Beaumont team ran dry right then. That ended negotiations for Martina which the Giants had secretly inaugurated. He might have gone up from Texas then had it not been for that loose-fingered chap in the outfield.

But Martina never has lost his grip on the South, where they hold him high as a native product. He won 21 games and lost 10 last year for New Orleans. He has no curve. As almost all the pitchers today are without a curve, this may be Martina's year to go big with Washington.

WILLS FAKING ON INJURY IS GOSSIP

And Jersey Good and Sore Over Calling Off of Wills-Madden Bout in Newark Next Month

By FAIR PLAY.

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New York, Jan. 21.—What's this news filtering like slow poison through the uptown districts? Harry Wills, runs the gossip, didn't hurt his hand nearly so badly as had been given out. As is known, he had three bouts on the fire, the first with Bartley Madden in Newark on February 4. All these bouts have been called off because of Wills' alleged inter-tribal injury.

There is talk that all this is due to an understanding between Wills and Mullins or the one hand and Rickard on the other that the negro will be pitted against Luis Firpo in an open air bout at the Polo Grounds or Boyles' Thirty Acres, this summer, on a percentage basis. This would be big stuff for Wills because it is a cinch that he and Firpo to be the attractions all the customers who had the price would sit in at the show. In the meantime are they sore over in Jersey? Are they!

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Druggist Says Ladies Are Using Recipe of Sage Tea and Sulphur

Hair that loses its color and luster, or when it fades, turns gray, dull and lifeless, is caused by a lack of sulphur in the hair. Our grandmother made up a mixture of Sage Tea and Sulphur to keep her locks dark and beautiful, and thousands of women and men who value that even color, that beautiful dark shade of hair which is so attractive, use only this old-time recipe.

Nowadays, we get this famous mixture improved by the addition of other ingredients by asking at any drug store for a bottle of "Wyeth's Sage and Sulphur Compound," which darkens the hair so naturally, so evenly, that nobody can possibly tell it has been applied. You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time. By morning the gray hair disappears; but what delights the ladies with Wyeth's Sage and Sulphur Compound is that, besides beautifully darkening the hair after a few applications, it also brings back the gloss and lustre and gives it an appearance of abundance.

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dried affair in respect to procedure and candidates, nor is it simply a coming together of well intentioned individuals who may or may not agree in principle and purpose. On the contrary, and for the first time in our history, a national convention has been called of those who have already agreed as to their views and who meet for the purpose of ratifying and formulating the platform upon which their presidential, senatorial and congressional candidates will be nominated; with the further provision that every candidate must be definitely committed to this platform in order to be eligible for nomination.

"Furthermore, the insistent demand for the uniting of the progressive forces which have been struggling for expression in various separated sections of the country has been met, and these elements have been actually united not only in spirit, but in fact. These are the distinctive features of the convention which will meet in the twin cities on May 30th.

"Whether the candidates nominated at that convention will be chosen from those already holding political office, or whether candidates will be nominated who have never held any such office, depends very largely upon whether or not the progressive Senator and Representatives who have been urging this movement on and emphasizing the necessity for a new party, will, prior to May 30th, say openly and in public what they have repeatedly stated in private. Should they do so, it is highly probable that the national farmer-labor-progressive convention will select its candidates from among the ranks of those who have the courage and the vision to break away from their old party associations. There is, however, eligible material in and out of Congress from which to choose, and it would not be all surprising to find that the nomination of candidates who have never held public office would furnish a refreshing innovation that would meet with a ready response from the progressive voters at large."

Mr. Hopkins did not discuss individuals. Curiously enough, however, this group does not include Senator Hiram Johnson in the list of eligible progressives as he is campaigning for the regular Republican nomination. Senator LaFollette of Wisconsin is the acknowledged leader of the farmer-labor-progressive element and the nomination will go to him in all probability, unless ill-health or personal reasons should influence him to decline a nomination.

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Desire Upholds Business

The basic changes that have taken place in business during the past year or more—specifically the change in price levels and price tendencies—have caused business men everywhere to think less superficially and more fundamentally about business.

Great basic facts which were but little realized, except by thinkers along economic lines, have now become clearer to the public at large, and to business leaders in particular.

One such fact is that Desire is the foundation of business. It is the desire of the people for any article of commerce that makes it profitable to produce it. When that desire fails all the agencies of its production must cease to operate.

This fact was considered academic until the nationwide cessation of liberal buying made it a matter of cardinal importance, and the question of the hour became the means, if any, of restoring the popular desire to do business—the desire to buy.

It came to be seen that the public desire for the products of a business or an industry was the only real and permanent asset. Every other assumed asset became a liability when that desire subsided.

It is upon this basic fact that Advertising rests.

It is the function of Advertising to create desire.

The desire that is created by Advertising is always some specialized form of an elemental need. Elemental needs, in their simple form, are the raw material out of which must be created the Demand for the products of industry. This Demand, in its turn, upholds civilization itself. It is the one necessary thing that inspires all human activity.

It is the function of Art and Industry to take the raw materials of nature and refine them into products that constitute Supply. It is the function of Advertising to take the raw materials of elemental needs for food, shelter, and clothing, and refine them into the desires for the finest products of Art and Industry, and these desires constitute Demand. Each function is as important as the other. And now the time has come when this fact is realized as never before.